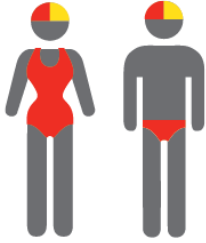


MEMBERSHIP STATISTICS REPORT EOS 2022/23



83

ACTIVE MEMBERSHIP



11% Decrease



709

TOTAL MEMBERSHIP



5% Increase



276

JUNIOR MEMBERSHIP



Equal

The primary objective of providing you with your membership statistics is to drive key strategies that will ensure that your club membership is sustainable for the future. Total Club Membership is presented to highlight the latent active membership potential, particularly in the 5 – 13 Junior Activities and Associates categories.

Sustainability

Surf Clubs sustain their Active Membership from multiple streams:

- Schools Programs
- Junior Activities – U14's
- Associates – Parents/ guardians of nippers (Family Participation Program can assist encourage family members to get involved)
- General Public – Bronze courses

Approx. 60-85% of all Active Members in surf clubs are generated directly or indirectly from Junior Activities.

Note:

- Club Membership Statistics are delivered twice each season in May and October;
- Numbers in this report are generated directly from Surfguard;
- Active members are taken from the following demographics 13-15 Cadets, 15-18 Youth, Active 18+, Award and Active Reserve members.

TOTAL MEMBERSHIP

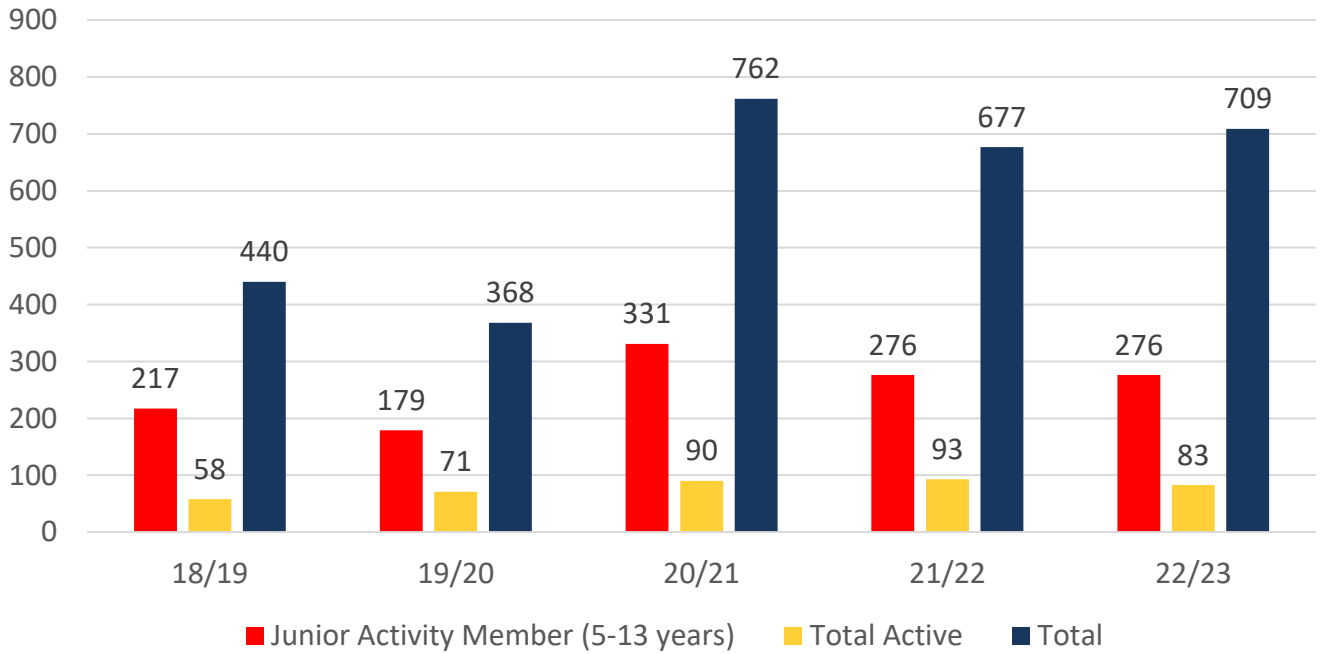
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	5	0	0	1	0
Junior Activity Member (5-13 years)	217	179	331	276	276
Cadet Member (13-15 years)	5	9	14	14	12
Active Junior (15-18 years)	14	13	9	12	15
Active Senior (18years and over)	36	41	43	47	47
Award Member	2	8	24	20	9
Reserve Active	1	0	0	0	0
Long Service	4	4	4	1	2
Past Active	0	0	0	0	1
Associate	150	109	333	296	330
Life Member	4	5	3	7	13
General	2	0	1	1	4
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	2	0
Leave / Restricted	0	0	0	0	0
Total Active	58	71	90	93	83
Total	440	368	762	677	709

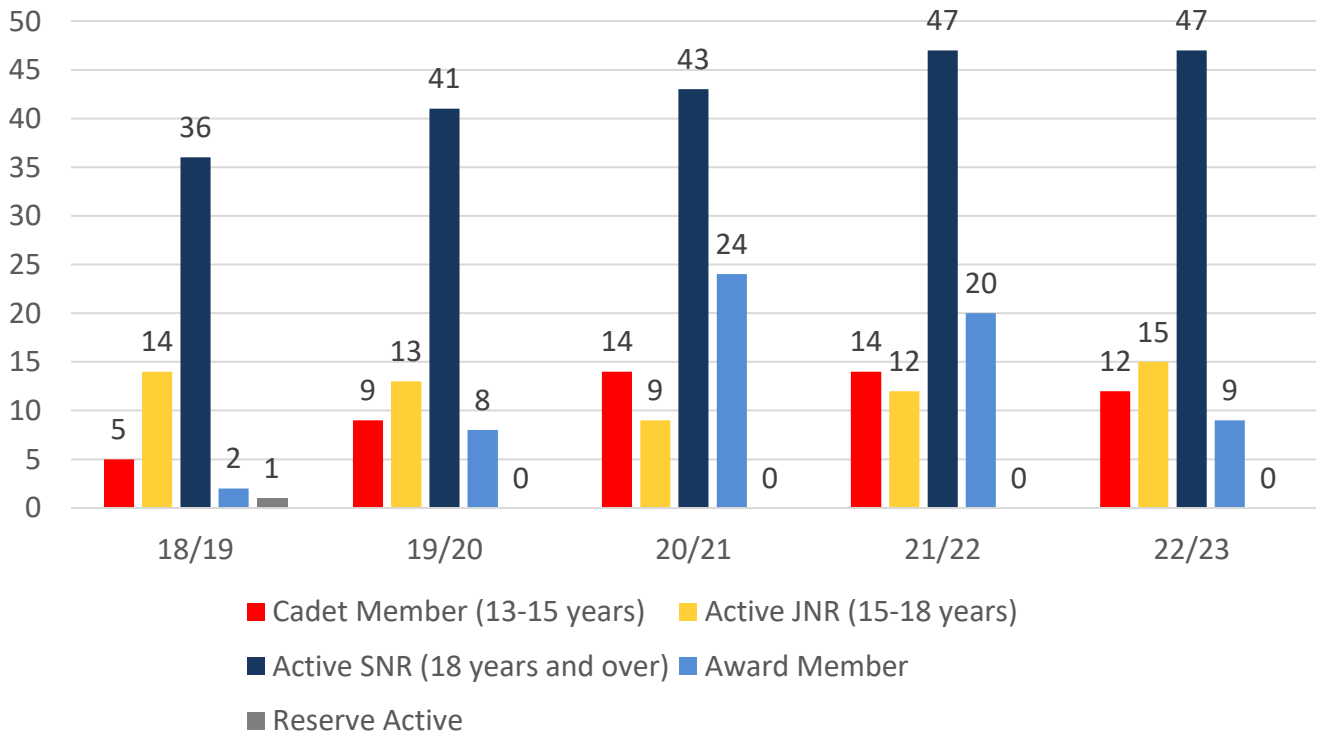
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	42	18	48	37	37
Under 7	36	34	55	47	48
Under 8	36	20	68	33	39
Under 9	20	33	37	37	32
Under 10	30	14	59	36	39
Under 11	23	25	15	35	30
Under 12	11	23	30	16	29
Under 13	11	9	15	26	17
Under 14	8	3	4	12	14
Junior Activities Total	217	179	331	279	285

5 YEAR TREND ANALYSIS

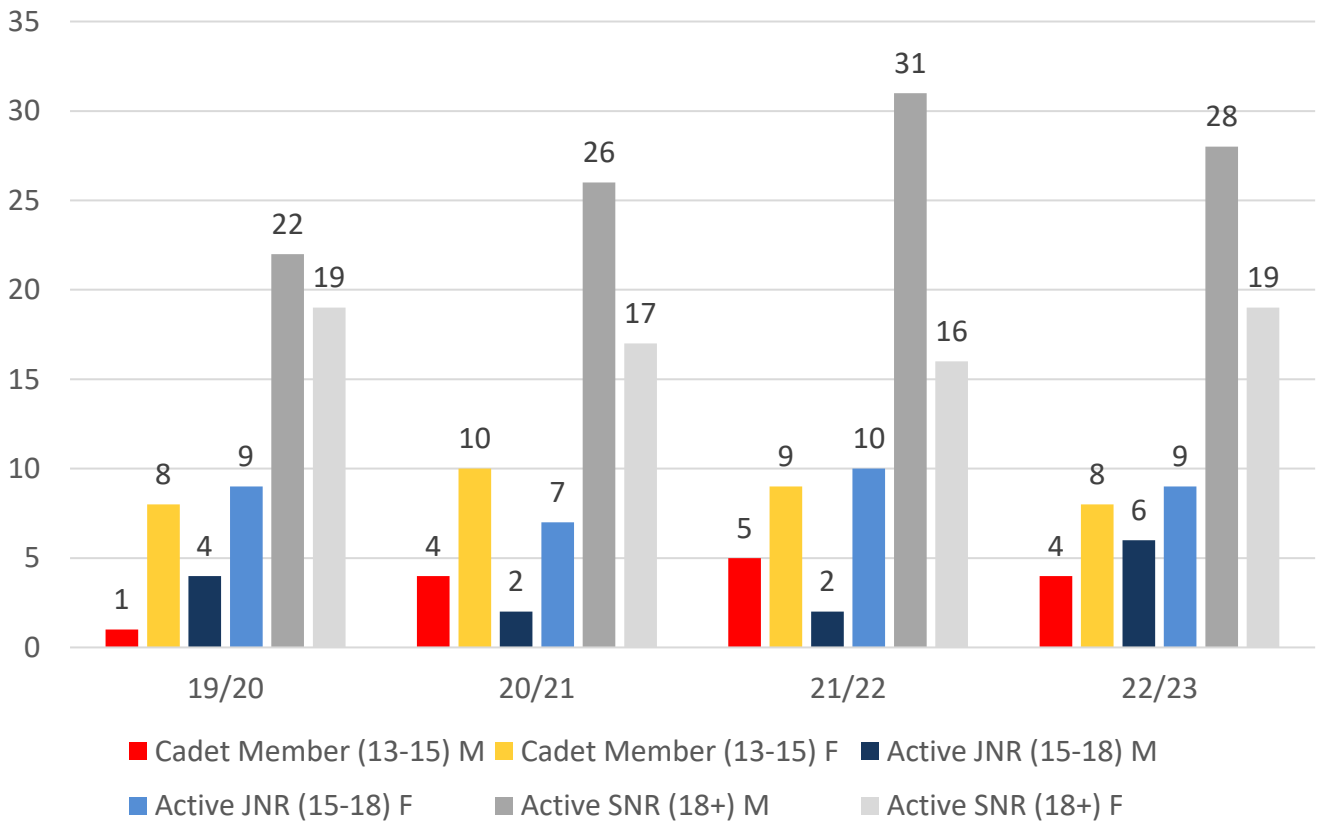
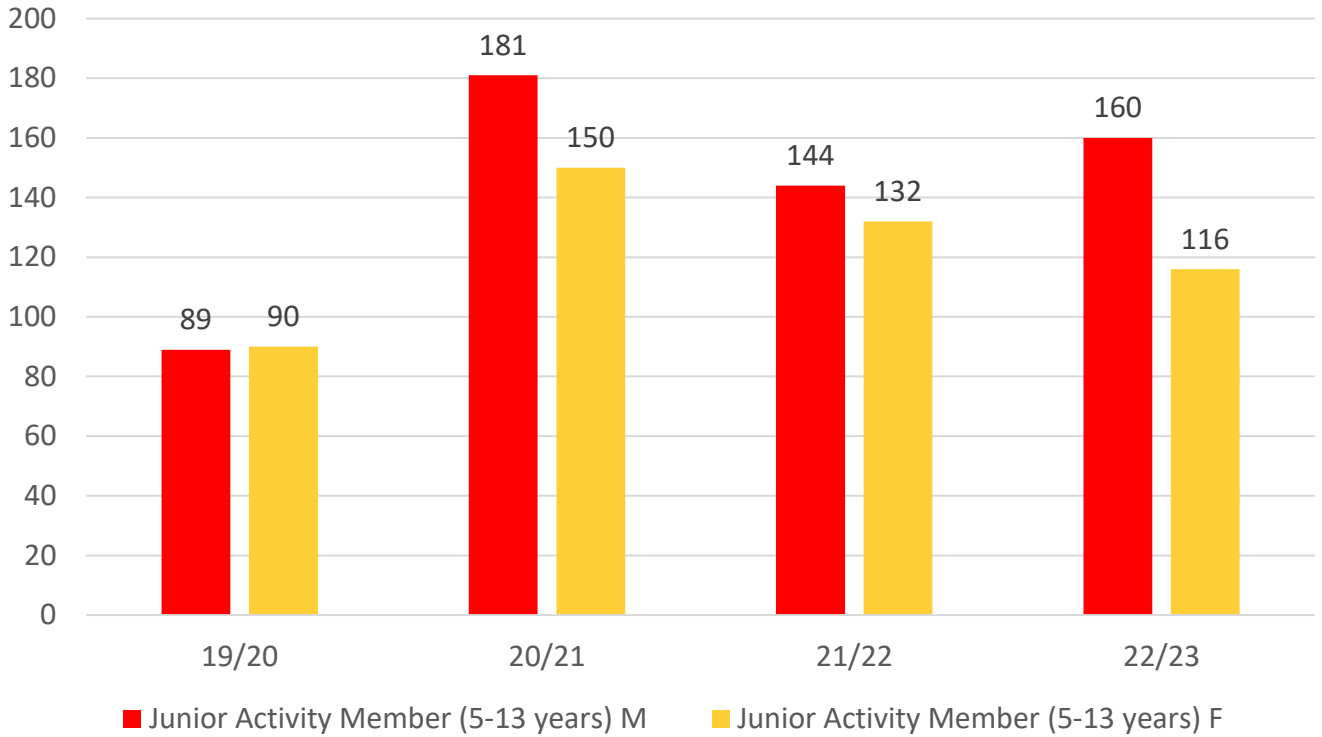
Total Membership



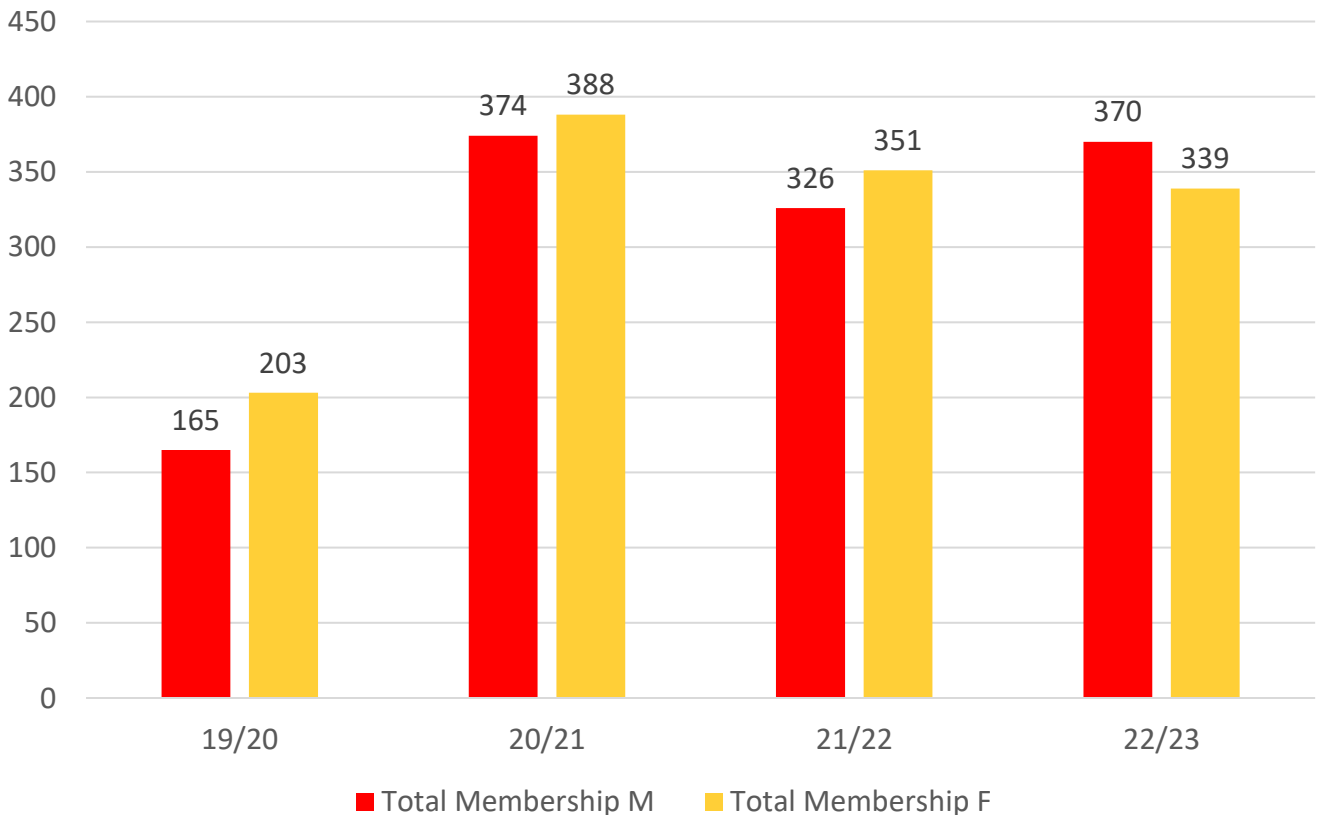
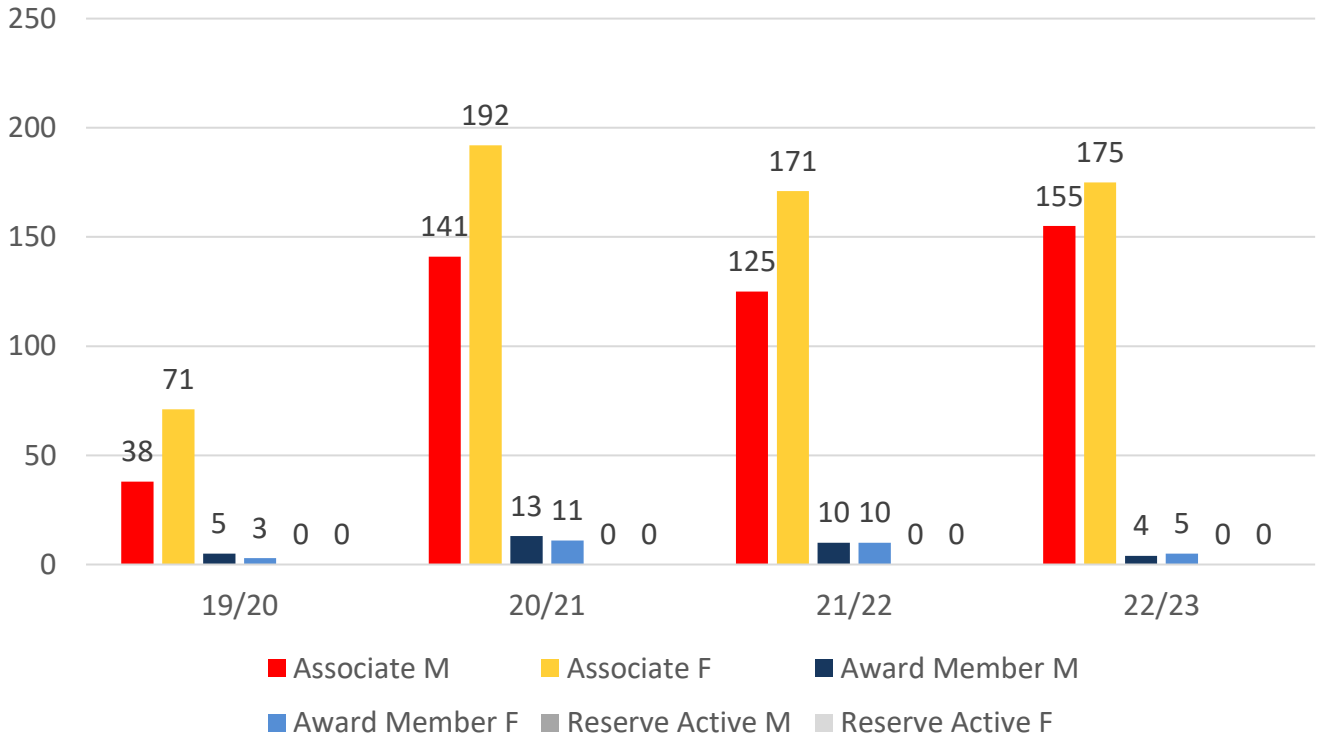
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



305

BRAND NEW MEMBERS



58%

MEMBERSHIP RETENTION



282

MEMBERS LOST FROM THE ORGANISATION

REDCLIFFE PENINSULA 2022/23														
	2021/22 Membership	Retained from previous season		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2022/23 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Junior Activities	276	150	54%	10	0	0%	126	46%	133	48%	3	1%	276	0%
Cadet Member (13-15 years)	14	10	71%	-1	0	0%	4	29%	1	7%	0	0%	12	-14%
Active (15-18 yrs)	12	9	75%	-6	0	0%	3	25%	0	0%	0	0%	15	25%
Active (18yrs and over)	47	35	74%	-2	0	0%	12	26%	7	15%	3	6%	47	0%
Award Member	20	16	80%	10	0	0%	4	20%	3	15%	0	0%	9	-55%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	1	1	100%	1	0	0%	0	0%	1	100%	1	100%	2	100%
Past Active	0	0		0	0		0		1		0		1	
Associate	296	165	56%	-10	0	0%	131	44%	153	52%	2	1%	330	11%
Life Member	7	7	100%	-2	0	0%	0	0%	4	57%	0	0%	13	86%
General	1	1	100%	-1	0	0%	0	0%	2	200%	0	0%	4	300%
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	2	1	50%	1	0	0%	1	50%	0	0%	0	0%	0	-100%
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	93	70	75%		0	0%	23	25%	11	12%	3		83	-11%
Total	677	395	58%		0	0%	282	42%	305	45%	9		709	5%

MEMBERSHIP RETENTION

REDCLIFFE PENINSULA 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	15	11	73%	4	27%	1	7%	14
16-18 Years	13	10	77%	3	23%	0	0%	15
19-25 Years	10	7	70%	3	30%	3	30%	10
26-35 Years	3	3	100%	0	0%	1	33%	4
36-50 Years	36	27	75%	9	25%	4	11%	24
51-70 Years	15	11	73%	4	27%	2	13%	15
70+ Years	1	1	100%	0	0%	0	0%	1
Total	93	70	75%	23	25%	11	12%	83

REDCLIFFE PENINSULA 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	37					37		37
Under 7	47	22	59%	15	41%	26	70%	48
Under 8	33	23	49%	24	51%	16	34%	39
Under 9	37	21	64%	12	36%	11	33%	32
Under 10	36	20	54%	17	46%	18	49%	39
Under 11	35	18	50%	18	50%	12	33%	30
Under 12	16	23	66%	12	34%	5	14%	29
Under 13	26	8	50%	8	50%	8	50%	17
Under 14	9	14	54%	12	46%	0	0%	5
Transitioned From JA		1	11%					

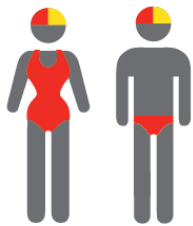
MEMBERSHIP RETENTION

2020/21



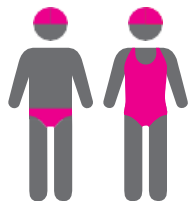
53%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



46%

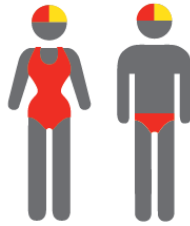
JUNIOR MEMBERSHIP
RETENTION

2021/22



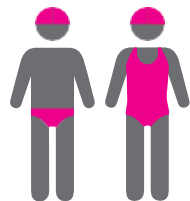
50%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



47%

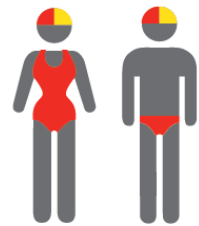
JUNIOR MEMBERSHIP
RETENTION

2022/23



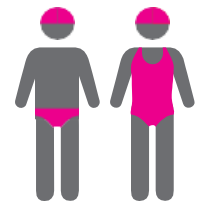
58%

TOTAL MEMBERSHIP
RETENTION



75%

ACTIVE MEMBERSHIP
RETENTION



54%

JUNIOR MEMBERSHIP
RETENTION